

CLEAN COPY OF PENDING CLAIMS, AS AMENDED

The following are the complete set of claims pending in the application, as amended:

1. (Amended) A computer assisted on-line negotiation method comprising the steps of:

- generating off-line by an on-line e-commerce site static customer profiles based on past history that the site has about various customers, including multiple value attributes;
- assigning by the on-line e-commerce site a static customer profile to a new customer visiting the on-line e-commerce site, the initial assignment to a profile being based on said static customer profiles and whatever information is available about the customer at the time of assignment;
- capturing by the customer the on-line e-commerce site's actions;
- formulating by the customer a profile of the on-line e-commerce site based on past history that the customer has about various sites, including multiple value attributes, and updating the profile based on said captured actions;
- negotiating by the on-line e-commerce site with the customer based on a dynamically changing profile of the customer;
- negotiating by the customer with the on-line e-commerce site based on a dynamically changing profile of the site;
- changing by the on-line e-commerce site the customer's static profile during negotiations based on an observed behavior of the customer, said static profile thereby being dynamic during said negotiations; and

22 changing by the customer the on-line e-commerce site's static profile
23 during negotiations based on an observed behavior of the on-line e-commerce
24 site, said static profile thereby being dynamic during said negotiations, So/
25 wherein said customer profiles are comprised of information usable to
26 the advantage of the e-commerce site in said on-line negotiation with
27 customers and said e-commerce site profiles are comprised of information
28 usable to the advantage of the customer in said on-line negotiation. So/

1 2. The computer assisted on-line negotiation method recited in claim 1, further
2 comprising the step of updating past history information based on the
3 negotiations with the customer. So/

1 3. The computer assisted on-line negotiation method recited in claim 2,
2 wherein the attributes included in the past history information include non-
3 quantitative information. So/

1 4. The computer assisted on-line negotiation method recited in claim 3,
2 wherein the non-quantitative information includes season and time of day.

1 5. (Amended) The computer assisted on-line negotiation method recited in
2 claim 1, further comprising the steps of:
3 capturing by the on-line e-commerce site direct interactions by the
4 customer with the on-line e-commerce site, said direct interactions including
5 the customer's "click-through stream"; and
6 analyzing said direct interactions with the on-line e-commerce site to
7 update the customer's dynamic profile.

1 6. The computer assisted on-line negotiation method recited in claim 5,
2 *OK* wherein the other direct interaction includes the customer's voice and physical
3 actions.

1 8. (Amended) The computer assisted on-line negotiation method recited in
2 *OK* claim 1, further comprising the steps of:
3 storing by the customer a formulated profile of the on-line e-commerce
4 site in a database of on-line e-commerce site profiles; and
5 accessing the on-line e-commerce site from the database by the
6 customer to begin negotiations with the on-line e-commerce site.

1 *OK* 9. The computer assisted on-line negotiation method recited in claim 8, further
2 comprising the step of dynamically modifying by the customer the on-line
3 e-commerce site's profile during negotiations with the on-line e-commerce
4 site based on actions by the on-line e-commerce site.

1 *OK* 10. (Amended) The computer assisted on-line negotiation method recited in
2 claim 9, wherein actions by the on-line e-commerce site on which the site's
3 profile is dynamically modified include offering of terms, said terms including
4 prices of items for sale, packaged deals and bonuses.